PROTON

Modelling the processes leading
to organised crime and terrorist networks

Dissemination and Communication Plan 1

December 2016 (M3)

D7.1 Dissemination and Communication Plan 1
WP7, T7.1

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Modelling the PRocesses leading to Organised crime and TerrOrist Networks
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Technical References

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[1] PU = Public
   PP = Restricted to other programme participants (including the Commission Services)
   RE = Restricted to a group specified by the consortium (including the Commission Services)
   CO = Confidential, only for members of the consortium (including the Commission Services)

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0 Summary

PROTON communication and dissemination strategy **is about increasing the project visibility by raising awareness of its activities** in the community of policy makers, public authorities and security scholars and professionals.

Besides dissemination to sector stakeholders, **WP7 includes also an element of communication, targeted to end-users and the general public**. While the dissemination to key target groups is the object of a number of distinct tasks in the different work packages and in particular of T7.5 – Dissemination of policy recommendations, the communication is a more general objective of the whole WP7 and will be implemented through a variety of actions.

The scope of this deliverable is to **illustrate PROTON communication and dissemination strategy** and how it will be implemented during the project, in the framework of WP7, under the responsibility of youris.com

This deliverable's content will be revised throughout PROTON. This will allow to fine-tune it to the project development so to include new features, which may become more relevant at a later stage. In particular, a revision of this Communication and Dissemination Plan is due at month 24. The final overview and achievements of PROTON communication and dissemination activity will be covered in D7.8, due on project completion (month 36).

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1 Dissemination and Communication Strategy

1.1 Objectives and approach

The PROTON project main objective is to "*improve existing knowledge on the processes of recruitment to organised crime and terrorist networks through an innovative integration between social and computational sciences*".
A very strong emphasis is bestowed on the **research activities undertaken by the project and on their findings**.

The communication and dissemination activities will therefore focus on that same research and its findings, with the objective of **making them available for a wider public** and more specifically for the relevant targets and stakeholders.

Other objectives of the present plan are the following, as stated in the project's Description of Actions:

- Supporting optimal conditions and solutions for the exploitation of the project's outcomes by **consolidating the project's visibility** among stakeholders at EU level and among the adopters of the project's final outputs;
- **Communicating the benefits and usability of the PROTON results and recommendations** to a wide audience represented by both the potential adopters and the stakeholders at large including the general public, which will benefit from the potential application of the results.

Since the most important aspect of dissemination relates to the contents that are produced by the project itself, **the activities in this regard will be carried out mainly in the second part of the project, when the results and outputs will become available**. These activities will feature updates on the project website, news releases and social media posts, participation in events, the production of a video animation and scientific publications.

Nevertheless, in order to start as early as possible the establishment of PROTON as a well-known and reputed source of reliable and relevant information and research outputs, the **communication activities are planned to start in the very first months of the project**.

Especially aimed at a wider public, they will feature the design of a visual identity, the development of the project website, the establishment of the social media presence and mostly the public web communication, in the form of journalistic articles. Later on in the project, newsletters, news releases and other printed and digital materials will be produced.

These materials and actions won't just promote the project's own actions, but **will feature different types of news around the topics of the project**, namely the fight and prevention of organised crime and terrorism.

The indirect scope is to **create a community of users and stakeholders**, interested in the above themes, that will feed at first on general news on the topic and during the second phase of the project will be ready to receive and share the updates and novelties produced by the project itself.

The **distribution** of such publicly aimed materials will be key to the achievement of the project's objective of consolidating the project visibility: a strong distribution strategy will guarantee that PROTON's results and news will manage to reach a wider public, especially one that is not generally involved in the EU funded research.

A number of **multipliers** will be employed for this scope, as well as **social media** from the project partners; **automated tools** will then track the spread of the project's materials online.

Offline activities will also be carried out in the framework of the dissemination and communication strategy, prominently in the form of **events**, like workshops and webinars that will be organised by the project, or the participation in other sectorial events. Consortium partners will also publish in **scientific peer-reviewed journals**, as a dissemination activity towards stakeholders.

Finally, **PROTON final conference** will be organised in Brussels, as a one-day event held to disseminate the final outputs of PROTON. It will be designed so to take advantage of possible other events already occurring in the security sector.

Given the general topic in which the PROTON project operates, confidentiality and security are naturally of vital importance, and another aspect of the dissemination and communication activities will be the control and cross check of contents by the **Security Advisory Board**.

All materials and contents that will be shared to a target outside the PROTON consortium will be validated by the board, to ensure that inappropriate audiences can access no confidential data.

1.2 Key Dissemination and Communication activities

The key activities performed by PROTON in the framework of WP7 are hereby presented in a very schematic way. Each one will be analysed in more detail in the following sections of the present document.

Table 1 – Dissemination and Communication activities

Tool/ Action	Description
Logo and visual identity	A logo and visual identity will be developed for the PROTON project, keeping in mind its themes, objectives and distinctive characteristics.
Website	The touch point between the project, the users community and stakeholders' at large. It will provide a description of the project and will act as the hub to distribute non-confidential contents (articles, press releases, newsletter, etc.). A simple registration facility will allow users to become stakeholders so to be targeted by PROTON communication.
Presentation Materials	These materials will be designed in order to facilitate the consolidation of the project visibility and will be available online or offline. They'll comprehend the project factsheet, a presentation and possibly other materials such as posters and a flyer.
Newsletters	They will be released on a semi-annual basis, to share information about the project's progress and information on key sector news and events. The newsletter will be developed through a publishing platform and sent via email, to the individuals who will actively opt-in via registration on the project website.
Journalistic articles	PROTON will release a minimum of 6 journalistic articles/ interviews. These will be written by professional journalists from youris.com's network and distributed through external platforms.
Press releases	Press releases will be produced and distributed to draw attention to milestones and the most significant project achievements. Their distribution will happen primarily via web, by publication on news multipliers as well as sector multipliers.
Video	A video animation will be produced by CNR to summarise the outcomes of the PROTON project. The video will be created with an engaging and original new form of visual story telling, and will be made accessible via the project website.

Social media	The social media activity will focus on Twitter and will exploit PROTON partners' channels and their already established communities. A hashtag will be identified to group and track all the interactions.
Events organisation	PROTON will organise events of three main different kinds: one workshop, two webinars and a final conference.
Events participation	All partners will strive to represent the project in external events in the security area.

1.3 Management of Communication

WP7 leader **youris.com holds the responsibility of the projects' dissemination and communication**, which involves coordinating the relative strategy to ensure the projects' activities are delivered in an appropriate and consistent manner.

All the PROTON partners will be regularly informed of the WP7 activities in progress and **will be able to contribute at all times.** The scope of dissemination and communication action assigned to the project partnership will vary, depending on their role in the consortium and their area of expertise. In particular, Università Cattolica del Sacro Cuore (coordinator), and youris.com (WP7 leader) will have a broader responsibility in contributing the overall communication strategy. The other partners will be more involved in specific tasks like the production of videos, the organisation of events and scientific publications.

A special role is also held by the Security Advisory Board that, as mentioned before, will be in charge of the final sign-off of dissemination and communication materials for external audiences.

Accountability of communication in the PROTON consortium is structured according to the following scheme.

Table 2 – PROTON's partnership accountability in communication and dissemination

Partner	Responsibility and Involvement
Università Cattolica del Sacro Cuore	- As primary interlocutor of youris.com on dissemination and communication activity, they will be asked to validate the proposed dissemination and communication strategy; - Input to the project website; - Feedback and approval of the projects' visual identity proposed by youris.com; - First sign off for communication materials;

	- Providing input to the communication and core messages to be conveyed to stakeholders and registered users
youris.com (WP7 leader)	- WP7 leadership and coordination; - Strategic drive to dissemination and communication activities; - Proposition of the PROTON visual identity (e.g.: logo); - Proposition of the PROTON communication materials (e.g.: factsheet); - Main point of contact for the dissemination and communication with the community of PROTON; - Designing, updating and maintaining of the project website; - Production of content to be published on the project website and newsletter, with the contribution of all the partners; - Strategic drive to the social media activity; - Production and distribution of a periodic e-Newsletter; - Strategic drive for the organisation of PROTON events - Delivery of regular updates of the communication plan based on project's emerging dissemination and communication requirements.
Security Advisory Board	- Final sign off for dissemination and communication contents;
CNR	- Production of PROTON video
All other PROTON partners	- Input to the content of the project website, articles, press releases newsletter; - Implementation of PROTON presence on social media through their own channels; - Participation in the organisation of PROTON events and attendance in external events; - Publication of research outcomes in peer-reviewed journals; - Where possible, facilitating contact with sector stakeholders or sister EU-funded projects in order to enlarge the PROTON community

The level of involvement on dissemination and communication activities varies across partners. Nevertheless, the whole PROTON partnership is being encouraged to **take the necessary initiatives to raise awareness of our project through their personal channels**, as well as through direct **involvement in project dissemination activities.**

2 Dissemination and Communication Targets

2.1 Identification of targets

PROTON primary target consists of a **professional audience, specifically policy makers and public authorities.** This target is represented in the project by a number of partners that will take active part in the technical work packages (especially WP1) and will ensure that their point of view and needs are taken into account. This approach will ensure that the uptake of the PROTON outputs and recommendations by other policy makers and public authorities will be facilitated.

Other communication and dissemination targets of the project comprehend the **scientific community and the security professionals**; finally, **end-users**, **stakeholders** at large and, in a smaller degree, the **general public**, are also to be considered.

The primary targets of the project will mainly be the object of the project's **dissemination activities** and the focus of T7.5 – Dissemination of Policy Recommendations. Policy recommendations developed in T5.3 will be distributed via both the project and the partners' own dissemination channels; these activities will be better described in D7.7 – Policy Recommendations.

The other targets will be instead the primary focus of the **communication activities** that are described in the present document. In the following chapter, a more detailed overview is given about how PROTON proposes to reach each of them and how the actions and media employed are to be implemented in view of the target approach.

2.2 Approach for each target

Although most communication channels will be suitable to reach more targets, some of them are better suited to be targeted to more a specific audience.
The following table summarises how PROTON plans to target the communication channels that will be implemented throughout the project.

Table 3 – PROTON's communication and dissemination targets

Tool/Action	Target		
	Policy makers and public authorities	Scientific community, security professionals	End-user, stakeholders and general public
Website	√	√	√
Presentation materials	√		√
Newsletters	√	√	
Journalistic articles		√	√
Press releases	√	√	
Policy recommendations	√		
Videos	√	√	
Social media			√
PROTON events	√	√	
Other events participation	√	√	

The website will be the **first point of contact between the project and all targets**, proposing contents that will allow both a general understanding of the project activities and the possibility for in-depth analysis.

The other materials won't be as generic in approach, and will target one or two targets at most. Evidently, the primary targets of the project are the objects of the majority of the project's efforts, while the others receive less attention.

3 Dissemination and Communication tools

3.1 Visual Identity

The design of a visual identity for the PROTON project starts with the initial **consideration of the project's target and objectives**, alongside an **analysis of the main themes** and the concepts more apt to be represented in a visual way.
The logo, visual identity and all the other materials that the project will produce and use for its dissemination will be presented more thoroughly in D7.3 Communication Toolkit, but this document will give a first overview of the approach used to design them.

The concept that was elaborated as a basis for the design of the visual identity unites some considerations about the **brand personality** of the PROTON project and the **visual concepts** that constitute the origin for the subsequent materials.

> *[PROTON's] primary communication target is composed by policy makers and public authorities, so a **professional and quite serious** identity is required to obtain **trust and credibility** in the field of security.*
> *On the other hand, the **innovative approach** of the project and its secondary target of scholars in social and computational sciences call for a more **energetic touch and cutting-edge appearance**.*
>
> *PROTON visual identity combines these two aspects of the project's personality to express its **main values**: the great **collaborative efforts** in modelling complex social, psychological and economic factors and the solid **scientific approach** oriented to **knowledge building** and ultimately to our **safety**.*
>
> *The brandmark will represent a model of a society, with its **grid of connected and interacting forces**. Using the **nucleus metaphor** for this, we also created a visual link with the project acronym PROTON, expressing **positivity, inclusion and focus**.*

The visual identity of the project will be presented through a document, the *brandbook*, which presents the logo in all its elements and variations, the colour palette, the fonts to be used in documents, graphic elements that will be employed to create other materials and finally the acknowledgement of the Horizon2020 EC funding programme.

This document will serve two main objectives:
- firstly, that **the visual identity is correctly deployed** in all materials produced under the project's identity, by all partners and potential suppliers, providing a unique reference with specific indications;
- secondly, that the materials to be produced in the future - such as flyers, website, materials for events, gadgets etc - will be designed with a common starting point and will easily **show coherence with the project identity**.

3.2 Communication Materials

A number of materials will be produced, both by youris.com and the other consortium partners, in the framework of dissemination and communication activities. For the purpose of the present document, they have been divided into two main categories, digital and printed.

All materials, as stated before, shall be designed taking as starting point the visual identity of PROTON, and more practically the brandbook. Each of them will communicate in a coherent way both the visual identity and the key messages of the project.

3.2.1   PRINTED MATERIALS

In the production of its materials, the PROTON project aims at **privileging electronic information tools** due to their better scalability and ease of update.
It is nevertheless to be considered that for the physical events organised in the second part of the project, some printed materials will be necessary, in order to better engage the guests and to facilitate the dissemination in this kind of occasion.

For this purpose, the materials that have been identified are mainly the production of a **poster** and of a **flyer**. Both will aim at the presentation of the project concept: depending on the timing for the production, the focus will either be on the objectives or on the achievements.
The design will be under the responsibility of youris.com, while the distribution and dissemination of such materials will be shared among all the partners.

3.2.2   DIGITAL MATERIALS

PROTON digital materials will include different formats: some of them, such as the factsheet and the presentation, will be produced in the first months of the project, while others, like the video, will follow in the final phase.
A special category is constituted by the newsletters, which will of course be spread across the whole duration of the project.

More specifically, the project presentation and factsheet will be produced for those users that will seek additional information about PROTON, mainly in order to **better represent it in events, media coverage or similar occasions**.
These materials are expected to facilitate the exact representation of PROTON objectives, approach and achievements and to act as a reference for all the interested stakeholders.
Together with the first press release produced by proton and a small package of logo versions, the factsheet and the presentation will be **made available for download on the project website**, as the *Project Presentation Kit*.

The production of the **video**, as previously stated, is under the responsibility of CNR. Considering that it will be produced at the final stages of the project with the aim of presenting its achievements, more details about it will be given in the second release of the present document, foreseen for M24 (D7.9 – Communication and Dissemination Plan 2).

The production of the **project's newsletter** will be carried out by youris.com, using an interactive publishing platform, Scoop.it®, combined with the mail-out service provided by the website Content Management System (CMS).
The use of Scoop.it will allow to produce a user-friendly, pleasant looking medium that can easily be shared and accessed not only via the project website but also through Scoop.it own navigation, thus enlarging the outreach. The newsletter will then be prepared in html format and sent out via e-mail to all the users registered to the website.

More details will be given about the design, production, and mailing of the newsletter in D7.4 – PROTON eNewsletters 1, but below a timeline for the future releases is displayed.

Table 4 – Planning for PROTON newsletters

Release number	Release date	Relative deliverable	Deliverable due date
eNewsletter 1	February 2017	D7.4 PROTON eNewsletter 1	M6
eNewsletter 2	September 2017	D7.11 PROTON eNewsletter 2	M12
eNewsletter 3	February 2018	D7.12 PROTON eNewsletter 3	M18
eNewsletter 4	September 2018	D7.13 PROTON eNewsletter 4	M24
eNewsletter 5	February 2019	D7.14 PROTON eNewsletter 5	M30

4 Contents' Production

4.1 Public web communication

PROTON aims at producing a minimum of **6 journalistic articles in the course of the project,** whose production will start around month 12 and will be looked after by youris.com team of professional journalists.

The PROTON articles will be disseminating the contents of the project and will be conceived as a way to reach the public at large and the stakeholders. As journalistic news, they will explore those themes most relevant in the media and public debate.
The goal of such an approach is also to **foster the uptake from other online media,** such as news aggregators and thematic portals. For the same reason, the production will exclude articles in the form of mere report of project's results.

PROTON articles will be **published mainly on the project website** and - where compatible with youris.com editorial strategy – **on the youris.com portal**. This approach is expected to multiply the communication's outreach. The articles will also be distributed through **scientific news multipliers** as per the consolidated dissemination approach usually followed by youris.com, as well as relevant multipliers who may be interested by the project themes.

youris.com will be in charge of providing a selection of relevant and appealing themes that will be chosen by the company Editor in Chief. Themes will be discussed with the coordinating team and partners will provide – whenever requested – the necessary technical support, especially on the project's results.

4.2 Press releases

Throughout the duration of the project, a number of press releases will be produced and distributed. These will be aimed at raising awareness of our project, through communicating key project results, events and - more in general – any information concerning PROTON deemed worth disseminating to a wider audience.

Press releases **will be issued by youris.com or by other project partners**, depending on the topic concerned. They will be distributed to the most effective channels and news multipliers like Cordis.Wire and AlphaGalileo, although the PROTON consortium will be encouraged to the dissemination of these press releases through their own corporate channels.

4.3 Social Media

PROTON presence on social media will have the objective of increasing the outreach of online communication, reaching audiences that could hardly be attracted by the website itself. Since the creation of a social media community from scratch would be too time and effort consuming, if compared to the results that could be achieved over the duration of the project, the approach that will be adopted will consist in the **exploitation of already existing communities and channels, especially from the consortium partners**.

The production of contents for social media will be done jointly by the partners, under the supervision and coordination of youris.com, as leader of the communication and dissemination.
Topics deemed relevant for social media will be identified and shared among the consortium through a periodic editorial plan by youris.com; each partner

will decide how to implement such plan, according to the existing editorial strategies of the their channels, deciding the timing and the copywriting.
All partners are however requested to implement such strategy, in order to guarantee the adequate outreach for the project's news.

4.4 Scientific publications

Partners involved in the research and technical activities of PROTON will **publish in peer-reviewed journals**, as well as **produce conference papers**. This activity will enhance peer-to-peer dissemination, increase knowledge-sharing among experts, and position the PROTON project in the scientific community as a reputed source of research outputs. Open access publications in peer-reviewed journals will be guaranteed.

youris.com will take care of the reporting of such activities, though the coordination and implementation will be managed by the coordinating team.

4.5 Events

The activities related to events will be both active and passive, first of all organising webinars, workshop and a final conference and on the other hand participating in already existing sector events and conferences with the aim of disseminating the project's achievements.

The **organisation of the project's own events** consists in the set up of two **webinars**, which will present PROTON's results and explain how to benefit from them. They will address policy makers and other potential adopters of the PROTON results and the digital format will allow a mixed participation from stakeholders all over Europe.
One **workshop** will instead be organised by the Municipality of Palermo at to present specific issues of the project, collect feedback from end-users' groups, and inform targeted stakeholders expected to benefit from PROTON results.
Lastly, the **final conference** will be a one-day event held to disseminate the final outputs of PROTON. It will be organised in Brussels, taking advantage of possible other events on the security domain and its organisation will be curated by youris.com.

Since all these events will happen in the final months of the project and as their formats will be defined starting from the results of the project, more details about them will be given in the second release of the present document.

Participation in external events, on the other had, will begin sooner and will involve the technical partners in particular, with the aim of presenting all the projects' objectives, approach and later on its results.

The activity will be facilitated by the communication and dissemination tools provided by youris.com in the framework of Task 7.3. youris.com will also take care of the general reporting of this activity through reports provided by the partners attending the events.

All relevant events will be promoted on the project's website, in order to maximise their outreach.

5 Dissemination of contents

As the main target of communication and dissemination activities is **the reach of the widest possible audience**, great attention and effort will be put into the this task.

youris.com will replicate in this project its experienced approach and method, that includes a proven publication strategy, the exploitation of a solid multipliers' network and the harnessing of the full potential of publication tools.

5.1 Website

The PROTON website, released at month 3, will act as a contact point between stakeholders and the project, and as the main repository of the public documents and information in general.

The contents published on the website will be scrutinised by the Security Advisory Board, just like any other communication material.

Specifically, the information that will be shared on the website are:
- **Information about the project**, its objectives and consortium partners; this information will be later updated, as the project will reach its final phase and outputs will be available.
- **News related to the project**, in the form of Press Releases or simple updates, that will be further distributed according to the relevance of the news for the public audience;
- **News on the security topic**, that will be hosted on the website with the aim of attracting visitors that may not be in the usual target audience of an EC funded project; news on the website will also be available for take-up from other websites (blogs, news aggregators, sectorial portals…) that will be able to republish the news and enlarge thus even further the outreach;
- **Events**, either organised by the project or external, on the topic of security, with the same objective as the previous contents.

5.2 Multipliers and media

News aggregators and multipliers will play a central role in the distribution strategy of PROTON, as they will enable the effective spread of the project's most media-targeted news to a wide public.

The process for journalistic news publication and distribution is thus designed:
1. **Identification of themes** that can be relevant and interesting for the public at large and for the media;
2. **production of articles/interviews** by a team of specialised journalists, that will ensure the pieces will be suitable for uptake from the media;
3. **publication** of the articles/interviews **on the PROTON website**, as primary source of information;
4. **publication** of the articles/interviews **on the youris.com portal**, when they will be deemed as compliant with the portal's editorial policy;
5. **distribution to the multipliers**, both at European and global level and either generalist or specialised, thanks to youris.com syndication agreements with said multipliers.

The distribution to more local media and newspapers will instead be carried out with a more traditional approach, that is to say, through a one to one distribution of the media and a public relations approach.
In this regard, the presence of many consortium partners on the Italian territory will be translated into a specific attention to the Italian media. The press offices of the partners will contribute to the distribution and dissemination of the project's materials into the local press, through the personal contacts already in place.

5.3 Social Media

Social Media will act as a strong contact point with the general public and their main function will be to make the project known to a target not usually confident with research topics and to attract visitors to the website.

According to the specific needs of the project, targeted social media networks will be chosen: **stakeholders** will be mainly engaged through a dissemination activity on **existing LinkedIn dedicated discussion groups**. Larger audiences will be involved mainly through **Twitter** and especially with the establishment and consistent use of a **hashtag**.
This strategy will allow all consortium partners to participate in the online conversation and to include their own communities; contents related to the

project will also be easily grouped and displayed on the website through a widget; finally the monitoring of the online conversation will also be facilitated.

This approach will allow the project's contents to **outreach a large number of people without the burden of creating and maintain a proprietary channel** always up to date. This strategy is likely to be the most efficient, especially consider that original contents form PROTON may be insufficient to animate a social media channel, especially due to the nature of the project's and the security issues of the activities involved.

5.4 Partners' own channels

A part from social media, consortium partners are equally invited to take part in the **dissemination of the other media produced by the project**, in particular the newsletter and the events.

With regard to the **newsletter**, partners will be invited to share each release with their own existing communities. This will allow to enlarge the outreach of the newsletter without compromising the privacy of the users members of the partners' communities.
youris.com will take care of facilitating the embed and share of the newsletter for partners, with different methods according to their needs.

Events will be equally communicated through news and press releases that the partners will be invited to share on their company websites relevant sections and eNewsletters. Again, youris.com will take care of the organisation of such a promotion, choosing with each partner the best method to achieve the overarching goal of ensuring the adequate communication and promotion of PROTON events.

6 Reporting

All activities in the communication and dissemination framework are **planned and organised in order to simplify and facilitate the collection of reporting data** and the measurement of relevant parameters for the evaluation of the success of the C&D strategy.

The reporting techniques are mainly divided into two big categories: online and offline activities. The first category generally offers a very wide variety and detail in data, therefore one of the main challenges is the choice and interpretation of parameters to be considered; the second category on the

other hand relies on a generally less detailed array of data, but in many cases can offer a much more significant insights into the actual achievements of the C&D activities.

6.1 Online activities

Data related to the performances of online C&D activities will be **collected from the very start**, through a **variety of automated tools**, that will ensure continuity, completeness and, in the end, a full understanding of the success of the different media employed.

Table 5 – Tools for data collection planned for PROTON project

Activity	Measurement tool	Main parameters
Website	Google Analytics	Pageviews, visitors, most viewed pages…
News dissemination	Nuvi®, multipliers analytics	Pageviews/visitors, total outreach, take-ups
Social Media	Nuvi® hashtag monitor, LinkedIn Stats, Twitter Analytics	Number of posts, viewers, external outreach
Newsletter	Scoop.it analytics, Wordpress Stats	Viewers, recipients, open rate, click-through rate
Video	YouTube Stats	Number of views, external embedding
Online webinars	TBD – depending on platform	Attendance, engagement of participants

In D7.8 - Final report on Dissemination and Communication activities all data will be presented in a well organised report, that will aim at giving not only an overview of the activities and achievements of the project communication and dissemination, but also an **interpretation and understanding** of the online outreach of information.

6.2 Offline activities

The reporting of offline activities will not be carried out through automated tools, therefore **the project will rely on the partners' efforts** to collect relevant and complete data.

The main activities to be considered are the project's events organisation, the participation in external events and the publication in peer-reviewed journals.

Collection of data will happen mainly though **shared Excel templates** that the partners will be asked to fill in and report, both for interim and final reports. The parameters that will be taken into consideration are below.

Table 6 – Parameters to be collected for offline activities reporting

Activity	Main parameters
Events organisation	Attendance, engagement of participants, dissemination of relative documents/proceedings.
External events participation	Type of intervention, public type, attendance
Scientific publications	Type of journal, outreach
Newsletter	Viewers, recipients, open rate, click-through rate

The reporting of activities stated above will be performed by all consortium partners and coordinated by youris.com, through the timely circulation of templates and the according collection.

7 Technical timeline

The following chart illustrates the project timeline with a view to the tasks indicated in the Description of Action.

Table 7 – Project communication and dissemination activities Gannt chart

	C&D activities	Year 1											
		1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**
T7.1	Communication and Dissemination Plan			D7.1									
T7.2	Project website			D7.2									
T7.3	Communication and Dissemination materials				D7.3		D4.4						D7.11
T7.4	Dialogue with the stakeholders and the public												

	C&D activities	Year 2											
		13	**14**	**15**	**16**	**17**	**18**	**19**	**20**	**21**	**22**	**23**	**24**
T7.1	Communication & Dissemination Plan												D7.10
T7.2	Project website												
T7.3	Communication and Dissemination materials						D7.12						D7.13
T7.4	Dialogue with the stakeholders and the public												

	C&D activities	Year 3											
		25	**26**	**27**	**28**	**29**	**30**	**31**	**32**	**33**	**34**	**35**	**36**
T7.1	Communication & Dissemination Plan												D7.8
T7.2	Project website												
T7.3	Communication and Dissemination materials						D7.14						D7.5
T7.4	Dialogue with the stakeholders and the public												D7.6